

Communications & Message Development

Summary of Discussion

This session is being provided as part of the Board Member Education Program. Brad Pacheco, Chief of Office of Public Affairs, will present the session. He will discuss how more than 25 million pieces of content are shared through social media each month. Each day, 600 million searches are conducted on Twitter, and 24 hours of video are uploaded on YouTube every minute. Having a strong message is more important than ever to cut through the clutter and be heard. This presentation will give you an overview of the changing communications environment and the current and future state of the media. The presentation will highlight the attributes of key messages and provide case studies that illustrate the impact key messages can have on the outcome of a news story.

The materials for this session include:

- PowerPoint Presentation
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